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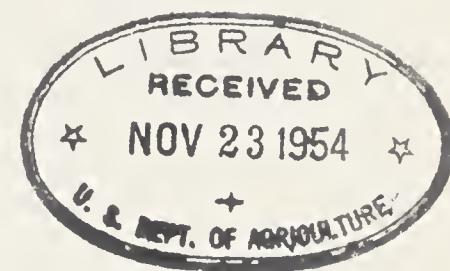
Rural Electrification Administration
Telephone Operations Manual

Section 1
Issue No. 1, August 1954

TELEPHONE DIRECTORIES

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1. GENERAL

- 1.1 The purpose of this section is to assemble a number of suggestions that may be helpful in planning the first telephone directory. If, however, the business has been in operation for some years, most of the ideas contained in this section will probably be familiar, and this material will serve only as a reminder in planning the next edition of the directory for the system.

2. PURPOSES OF A DIRECTORY

- 2.1 The telephone directory serves four important purposes:

- 2.11 Service to subscribers, in listing names, addresses, and telephone numbers of all subscribers and advertisers.
- 2.12 An educational medium, in telling how to make the best use of telephone service. Most of the farm families and people in small towns have had no previous experience with dial telephone equipment. Many have had no telephone service at all. For these people, the telephone directory can be the key to efficient service by providing them information on the use of the dial system, party-line service, long distance, service calls, and a variety of similar subjects that are new to them.
- 2.13 Good community relations by providing aids to satisfactory service through information about the community and the local telephone system in the pages of the directory.

2.14 Additional revenue for the telephone company through the sale of advertising space. Since most of these rural systems will serve areas relatively low in subscriber density, they must not only practice every economy to keep rates at a reasonable level, but at the same time, explore every revenue possibility to maintain a successful business operation. A directory can be a source of substantial revenue.

3. METHODS OF PUBLICATION

3.1 There are several approaches to the directory publishing problem:

3.11 The method favored by many telephone systems is to turn the entire job over to a directory publishing company. In such cases, the directory publisher does all of the work, solicits and sells the advertising space, publishes and mails the completed directories.

The telephone company furnishes the alphabetical list of subscribers and bills and collects for the advertising space. The telephone company remits a percentage of the collections to the directory publishing company and retains the balance as its own portion. The percentages retained by the telephone company can range from a low of 10 percent to a high of 50 percent depending upon the policy of the directory publisher selected.

3.12 Some telephone systems solicit and sell the advertising space, compile and publish the entire directory, in an attempt to realize to the greatest extent the revenue possibilities in directory publishing. The procedures to be used in compiling and publishing a directory will be found under Part 4, Listing and Advertising, and Part 5, Compiling, Printing and Distributing.

3.13 Where extended area service between companies is maintained and each company desires to publish a separate directory, alphabetical lists are exchanged without charge and each company solicits and sells advertising space throughout the entire extended area to be placed in its respective directory.

3.14 In certain cases, extended area service is maintained with a larger nearby connecting company. In such cases it may be desirable to have all subscribers in the area listed in one directory. Under this arrangement, alphabetical lists of the subscribers are supplied to the connecting company and in return that company provides the smaller company with sufficient free directories to supply its subscribers.

3.15 A method used by some rural telephone systems is to turn the whole job over to a local printer. In this case the local printer sells the advertising, publishes the directory and collects for the advertising space. The telephone company receives its directories free of charge, together with a nominal reimbursement.

4. LISTING AND ADVERTISING

- 4.1 Telephone directory advertising is not an experiment. It is a proven success for thousands of advertisers in every line of business throughout the country. In the publishing of a telephone directory, the advertising space selling job is the one that will require the most time and effort. It may also prove to be the most profitable, not only by reason of the advertising space sold, but also by providing an opportunity for getting acquainted with all the business people of the community. Each business establishment is an excellent prospect and each advertisement sold means additional revenue for the system. Good advertising prospects include not only the business subscribers in the system's local area but also all business establishments in nearby shopping centers which trade with or hope to trade with the residents of the communities served by the system.
- 4.2 Careful preparation is needed before interviewing an advertising prospect. In preparing a selling campaign, it is essential to become familiar with the types of directory advertising and the advantages of each.
- 4.3 If the prospect wants his name to stand out and command attention, a bold type listing should be suggested. Bold type makes it easier to pick out the firm name among other listings and gives prestige to the advertiser because of its prominence.
- 4.4 Alternate listings guard against business losses when an office or store is unattended, and therefore should be attractive to many subscribers. Many firms wishing to provide round-the-clock service to customers have a "NIGHT, SUNDAYS, HOLIDAYS" listing following their regular number. Canvassers find this listing in demand by doctors and others who must be reached in an emergency.
- 4.5 Much nation-wide advertising is done annually by manufacturers interested in promoting brand name products. Consequently, many buyers have become accustomed to purchasing particular products under a brand name. Trade name and trade mark listings in a directory permit a local dealer handling a nationally advertised brand to capitalize on the manufacturer's advertising.

- 4.6 Business subscribers like the informational listing and some say that it is the least expensive half-inch of advertising available anywhere. Advantages of this listing are that more information can be included, the text can be easily read, and the proper combination of type faces can emphasize important parts of the advertisement.
- 4.7 The display ad is considered by many to be the "eye catcher" of the telephone directory. Display ads may be placed on the inside covers as well as on the pages of the classified section. They make more revenue for the telephone system and attract more business for the merchant than the other types of directory advertising. There are several good reasons for this:
 - 4.71 Display ads attract attention. There is more space available to include illustrations, art work, and decorations.
 - 4.72 Display ads give more information. Businessmen who cannot describe their products in a smaller listing have adequate room here for a more detailed message concerning their business.
 - 4.73 Display ads emphasize and attract attention. Large type faces stress important features of the business.
 - 4.74 Display ads build prestige. The size of the ad alone tends to attach greater importance to the firm name.

5. COMPILING, PRINTING, AND DISTRIBUTING

- 5.1 Once the decision has been made to publish a directory, telephone company management will also be responsible for accurate compilation of all listings, printing, and distribution. The following information may prove helpful on these points:
 - 5.11 A business office employee should be trained to handle the mechanics of compiling all classified listings.
 - 5.12 Classified listings are initially completed on large dummy sheets which include all headings, names and numbers to appear on a particular page. The exact display advertising space purchased is set aside on these dummy pages and keyed to the file containing final ad copy.

- 5.13 There may be several printers in the local area that are able to handle the job. It is advisable to ask for bids and award the contract to the firm submitting the lowest estimate that will guarantee good results. If a local printer is unable to print the directory, there may be out-of-town firms that can produce a highly satisfactory job.
- 5.14 The aim should be to produce a directory free of errors. Printer's proofs of each page should be carefully checked for any inaccuracies. If there is the least doubt about any listing, refer to the original data for confirmation.
- 5.15 The number of directories ordered should be sufficient to provide copies for each telephone in service, for toll centers, for over the counter sales, advertisers, replacements, and for additional subscribers expected during the year.
- 5.16 Distribution of the directory can be made by mailing but it may be desirable to have a company representative deliver the books to subscribers. If this is the first directory, the call offers the opportunity to point out the subscriber's listing or advertisement and answer any questions the subscriber may have. It also presents an opportunity to talk about the scheduled cut-over of telephone service.

Exhibits A to M present suggestions that may be helpful in the composition of a telephone directory.

YOUR NAME TELEPHONE ORGANIZATION

SERVICING DAYTONA • SOUTH ECKINTON • 1111



QUALITY SERVICE

19 DIRECTORY

YOUR MAILING ADDRESS HERE

EMERGENCY CALLS AND NUMBERS FREQUENTLY CALLED

The inside of the front cover is an ideal place to reserve a space for numbers frequently called.

At the top of this list should be the numbers to use in making emergency calls for reporting a fire, for calling police, for telephoning for an ambulance, etc. To insure maximum speed in putting through these calls, it is important to assign easy-to-remember numbers at the low end of the dial -- for example, 1212 instead of 9000. Care should be taken not to assign emergency numbers so nearly alike as to cause confusion in dialing. For example, if the fire department's number is 1212, the police call should not be 1223, but rather some easy-to-remember number further removed, such as 3331.

Depending upon local conditions, it may be desirable to list the names and numbers of doctors, dentists, drug stores, schools, and perhaps other frequently called persons and establishments.

EMERGENCY CALLS

—•—
FIRE DEPARTMENT ----- 1212
POLICE ----- 3331
AMBULANCE ----- 5241

NUMBERS FREQUENTLY CALLED

NAME	CITY	NO.

BEST BUY IN YEARS!



ACME EQUIPMENT CO.

ASK BESSIE!



She
Knows

THAYERS

HOW TO USE A DIAL TELEPHONE

In many rural communities, dial telephones are being installed for the first time. There may be subscribers on the lines of your system who, contemplating their first experience with dial equipment, may need printed instructions to reassure them of the convenience and ease with which the dial telephone can be used.

A picture or diagram of a dial should appear on one of the first pages of your directory, together with simple, step-by-step instructions on how to dial a number. The directions should identify the dial tone, ringing signal, and "busy" signal, and tell what to do in case the line is busy or a wrong number is dialed.

On some systems, special dialing instructions are needed to inform subscribers how they may reach parties on their own line.

HOW TO DIAL ANOTHER PARTY ON YOUR LINE

Use space below to explain as per
instructions provided by manufacturer
of equipment in service.

Your printer can reproduce
the illustrations directly from
this copy.

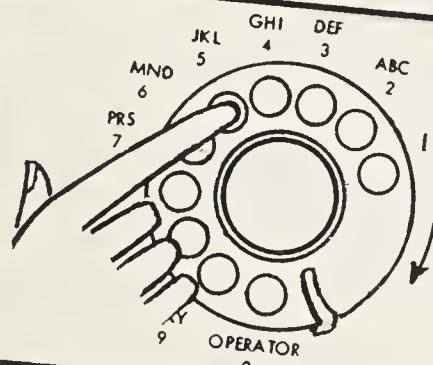


HOW TO USE YOUR DIAL TELEPHONE

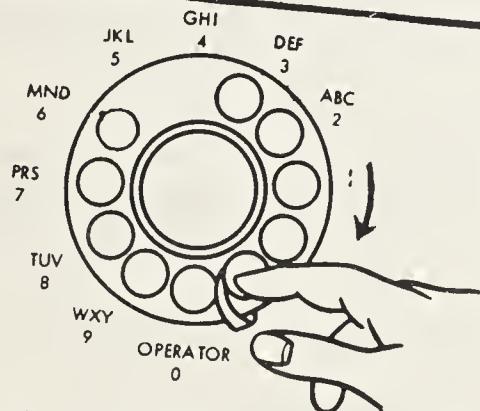
Your dial telephone is fully automatic and easy to use. Obtain the correct number from the latest issue of the telephone directory. Assume that the number desired is NAtional 5-0172. If alphabetical listing is not used, disregard NA and dial as listed.



Remove the receiver and listen until you hear the dial tone, a steady "humming" sound. This is your signal to start dialing.



With the receiver off, place your finger in the opening in the dial over the figure "5". Pull the dial around until your finger strikes the stop. Release the dial and allow it to return without interference.



In the same manner, dial "0", "1", "7", and "2" in the order in which they appear in the directory

But if your neighbor's phone is being used, you will hear in your receiver an intermittent buzz. This is the "busy" signal. If you hear the busy signal, replace the receiver and try again in a few minutes...

If you make a mistake in dialing, it can be corrected only by replacing the receiver and starting over again in a few seconds

HOW TO MAKE LONG-DISTANCE CALLS

This information may be put on a separate page of the directory or combined with other aids to subscribers on a page near the front of the book.

The difference between station-to-station calls and person-to-person calls should be set forth, and how to place each type of call to a distant party should be clearly explained. The explanation should tell how to make collect calls. Instructions to subscribers will vary, of course, with the set-up of the equipment as to how the subscribers will reach the long-distance operator.

A schedule of typical toll rates to points most frequently called should be included in this section of the directory. It is not only useful information for your subscribers, but it may stimulate long-distance calls that otherwise would not be made.

In order to prepare such a schedule:

- (1) Select points most frequently called (including towns and cities of various sizes and at varying distances) in order to indicate typical long-distance rates.
- (2) Show the time periods during which day rates and night rates are in effect, and give the rated periods of time.
- (3) Show week-day rates and night, Sunday, and holiday rates for station-to-station calls.
- (4) Show week-day rates and night, Sunday, and holiday rates for person-to-person calls.
- (5) Include information on Federal and any other taxes on calls.

HOW TO MAKE LONG DISTANCE CALLS

Calls to out-of-town points are as easy for you to make as local calls. In most cases the call can be put through while you hold the line.

Long-distance calls can be made either on the lower-priced station-to-station basis or on person-to-person service, whichever best suits your needs.

Station-to-Station Calls

If you are willing to speak with anyone available at the telephone number you are calling, then a station-to-station call will save you money. Dial "O" to reach your operator and tell her you want to place a station-to-station call. Give her the city, state, and telephone number. If you do not know the telephone number you want to reach, then give the operator the name and address, as for example, "Wheeling, West Virginia, anyone at the residence of Dr. John Doe, 401 East Main Street." Be sure you do not specify any particular person with whom you wish to talk.

The charge for a station-to-station call begins when the called telephone answers. For typical charges, see the chart below. Your operator will be glad to tell you the rate for any long-distance call you wish to make.

Person-to-Person Calls

If you want to speak to some particular person at the telephone number you are calling, dial "O" to reach your operator and tell her you want to place a person-to-person call. Give her the city, state, telephone number, and name of the person with whom you wish to speak. If you do not know the telephone number, then give the operator the address.

Charges are a little higher for this type of call, but do not begin until you have been connected with the person with whom you want to speak. For typical rates, see the chart below. Your operator will be glad to tell you the rate for any long-distance call you wish to make.

Collect Calls

If you wish the charges placed on the bill of the party you are calling, ask the operator to reverse the charges. This can be done on most types of calls, provided the party being called is willing to accept the charges.

OUT OF TOWN TELEPHONE RATES

From Golden Meadow	To	Station to Station	Person to Person	From Golden Meadow	Station to Station	Person to Person				
		Week Days	Night and Sunday	Week Days	Night and Sunday	Week Days	Night and Sunday	Week Days	Night and Sunday	
Abbeville, La.		.85	.60	1.20	.95	Lake Arthur, La.	.95	.70	1.30	1.05
Alexandria, La.		1.00	.75	1.35	1.10	Lake Charles, La.	1.00	.75	1.35	1.10
Amite, La.		.75	.55	1.05	.85	LaPlace, La.	.50	.40	.75	.65
Atlanta, Ga.		1.25	.85	1.70	1.30	Leeville, La.	.10	.10	.25	.25
Barataria, La.		.30	.30	.45	.45	Lockport, La.	.25	.25	.40	.40
Baton Rouge, La.		.75	.55	1.05	.85	Los Angeles, Calif.	2.25	1.80	3.15	2.70
Bay St. Louis, Miss.		.50	.35	.70	.55	Luling, La.	.40	.40	.55	.55
Bayou Labarte, Ala.		.65	.40	.90	.65	Lutcher, La.	.50	.40	.75	.65
Beaumont, Tex.		.85	.55	1.15	.85	Madisonville, La.	.60	.45	.90	.75
Biloxi, Miss.		.55	.35	.75	.55	Miami, Fla.	1.45	1.05	2.00	1.60
Birmingham, Ala.		1.10	.75	1.45	1.10	Mobile, Ala.	.70	.45	.95	.70
Bogalusa, La.		.80	.55	1.10	.85	Monroe, La.	1.10	.80	1.50	1.20

SERVICE INFORMATION

Information about telephone service is sometimes placed on the same page with instructions on how to use the dial telephone, or it can be combined with other useful information about the telephone system and placed on a separate page near the front of the directory. This section should include:

- How to get information about unlisted numbers;
- How to report a telephone out of order;
- What number to call about billing, service, changes of address, etc.;
- Location of the telephone office and branch offices where bills may be paid, together with the name of the manager;
- How to get the time, weather report, and any other special service features available through the telephone system;
- Identification of employees who are authorized to install, inspect, repair, or remove telephones.
- Certain service rules and regulations, such as the company's right to require a deposit, to change rates upon necessity and approval of the State regulatory commission, to change numbers of subscribers, etc.

PARTY-LINE COURTESY

The good service which subscribers of your telephone system have the right to expect depends in part upon the way in which the subscribers themselves use their telephones. It is important, then, if the company or cooperative is to enjoy the good will of the community, that party-line courtesy be understood and practiced.

Some of the practices which need to be observed can be described briefly in a section placed on one of the front pages of the directory. These will include:

- Keeping calls brief;
- Waiting a little between calls;
- Avoiding list calling during the busiest hours;
- Making sure the receiver is not left off the hook;
- Respecting the privacy of other people's calls;
- How to make an emergency call when someone else is using the line.

Whatever is written on good party-line manners should be worded so as to avoid preaching or scolding. A light, informal approach and use of the first person may be helpful. Appealing to the subscriber's self-interest in a neighborly way is a psychologically sound approach.

GENERAL INFORMATION

HOW TO GET INFORMATION.

WHAT NUMBER TO DIAL GIRL.

HOW TO REPORT A TELE

HOW TO GET THE TIME



Every effort is made to make the directory as accurate as possible, however, the Company assumes no liability for damages arising from errors or omissions in making up or printing this directory. Please report to the business office promptly, any errors so that our records may be adjusted to avoid the same error in the next publication.

GETTING THE MOST OUT OF OUR PARTY LINE

We share our party line by keeping our conversations short.

There's a trick to calling a long list of people without monopolizing the line...we don't try to call the whole list at one sitting. By making a few calls and then waiting a little, we give someone else a chance to call in or out on the line. We avoid starting in on a list during the early part of the evening when our line is usually busiest.

Leaving the receiver off the hook by accident keeps the line out of use so no one else can call in or out on a party-line.

We respect the privacy of our neighbor's calls.

If our neighbors who share the line lift their receiver and ask to make an emergency call, we hang up to clear the line for them. We know they will do the same thing for us.

ALPHABETICAL LISTINGS OF SUBSCRIBERS

Accuracy is of crucial importance in a telephone directory, and you will want to compile yours with the greatest care to prevent errors or omissions. Although telephone companies assume no liability for damages arising from incorrect listings, the companies recognize that errors and omissions detract from satisfactory service and impair good public relations. Subscribers should be urged to report promptly any incorrect listings or omissions, so that records can be corrected and subscriber service can be protected pending the publication of the subsequent directory.

Information for the alphabetical section of the directory is normally secured from the completed service orders.

In this section, all subscribers are listed in alphabetical order of surnames. The surname is listed first, followed by the given name or initials exactly as submitted by the subscriber for the listing.

It is customary to place a small "r" after the name of each subscriber who is receiving residential service. Business listings in the general alphabetical list of subscribers are for purposes of identification and not as advertising. A one-word designation, such as "plumber", "physician", or "hardware", is sufficient.

The address of the subscriber is listed on the same line as the name. Use the house number and street name if there is one, or use the name of the building in which the subscriber's phone is installed, but do not use both. For most rural subscribers, the address will be the name of the road, the post office route number, or the locality.

When a subscriber has more than one line in rotary (or in "sequence" or a group service on manual boards) terminated at the same premises, only one number should be listed.

Additional lines in the alphabetical listing for useful information such as office hours, alternate numbers to call, etc., may be provided at prescribed tariff rates.

The practice of non-listed subscribers should be discouraged, but permitted if ordered.

The sequence of listings is based on the principle of alphabetizing separate words. The following suggestions may be helpful in applying this principle to the names which are going into your directory compilation.

- (1) Sequence is determined by the alphabetical precedence of the first letter of the surname, or by the second letter when the first are alike, or by the third when the first and second are alike, etc. (Example: Ball, Beal, Bell, Benn, Bent).
- (2) One or more single letters used as a name should be treated as a single word in determining precedence of listings. (Example: AA Club, ABC Farm Supply Co., Able).
- (3) When two names are spelled alike up to and including the last letter of the shorter name, the shorter name precedes the longer one (Example: John, Johns, Johnston, Johnstone).
- (4) For identical surnames, alphabetical precedence is established by the given name or initial. (Example: Smith A A, Smith Albert, Smith Alfred, Smith Barlow T).

Alphabetical Telephone Directory LACONIA

A

Adams Joe R & Frametowir 2843

C

B

(5) Abbreviations, such as St (Saint), Wm (William), and Bros (Brothers) in names or in commercial listings are placed in the sequence as though spelled out in full. (Example: Geoffrey, Geo (rge)).

(6) Names beginning with "Mac" or "Mc" are treated as single words in determining precedence. (Example: Macadam Service Corp, Mac Namara Peter B, Madison A M, McNamara Joseph).

(7) When a hyphen is used to connect two or more names or words in a name, the names or words are treated as separate words in determining precedence. (Example: Farm-Home Appliances, Farm Home Supply Co, Farmer N J), but trade names made up of two or more letters or syllables joined by hyphens are treated as single words in determining precedence. (Example: Nusbaum Bernard, Nu-Way Bakery, Nuygard Thos).

(8) Names with such prefixes as "D'", "De", "Di", "L'", "O'", "Van", "Von", and "Von Der", are treated as one word, disregarding apostrophes and spaces in determining precedence. (Example: Van der Zandt, Van Feldt, Vanner, Von der Muehl, Voss).

(9) If titles such as "Miss", "Dr", "Jr" are used, such titles shall follow the entire name and determine the sequence in cases where the names are otherwise identical. (Example: Smith A B, Smith A B Dr, Smith A B Jr).

All punctuation marks except hyphens and apostrophes are omitted in listing names and addresses.

**TYPICAL MONTHLY DIRECTORY ADVERTISING RATE
SCHEDULES BY CIRCULATION¹**

TCM SECTION 1460
EXHIBIT L

	500- sub- scribers	500- 1,000 sub- scribers	1,000- 1,500 sub- scribers	1,500- 2,500 sub- scribers
One-fourth column.....	\$1.00	\$1.25	\$1.75	\$2.25
One-half column.....	2.00	2.50	3.50	4.50
One-half page or 1 column.....	4.00	5.00	7.00	9.00
Bold type.....	.25	.35	.40	.50
Trade-mark heading.....	1.00	1.25	1.75	2.00
Trade name listing.....	.35	.40	.50	.60
Informational listing:				
One inch.....	.75	1.00	1.25	1.50
Half inch: (non-classified.....	.50	.65	.75	.85
Alternate or night.....	.25	.25	.25	.25
Extra listing.....	.25	.25	.25	.25
Additional line.....	.25	.25	.25	.25

¹Rates subject to public utility commission approval in some States.

CLASSIFIED SECTION

For the Classified Section of your directory business subscribers only are listed. This part of the directory is frequently printed on colored paper stock to differentiate it quickly from the alphabetical list of subscribers, and it generally appears in the back part of the book.

The first step in preparing a classified section is to select professional, business, or commercial headings which will assist subscribers in locating quickly the type of service or establishment desired. These headings will vary from one community to another, but will generally include such designations as "Automobile Repairs and Service", "Clothing", "Contractors", "Farm Supplies", "Insurance", etc. Reference to telephone directories used by other companies will be helpful in suggesting useful headings. These classifications should be arranged alphabetically.

Business subscribers are listed under the appropriate and desired classified headings as shown by the commercial copy of the completed service order.

Under each professional, business, or commercial heading, listings are arranged alphabetically just as in the Alphabetical List of Subscribers.

Listings and advertising for the Classified Section are arranged for the printer on large dummy sheets which will show the location of each entry and each display advertisement on the particular page.

FARM IMPLEMENTS - FEEDERS 95

Farm Implements

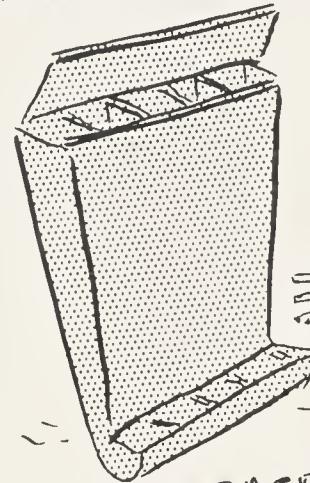
46

Farm Machinery

Feed

Feeders

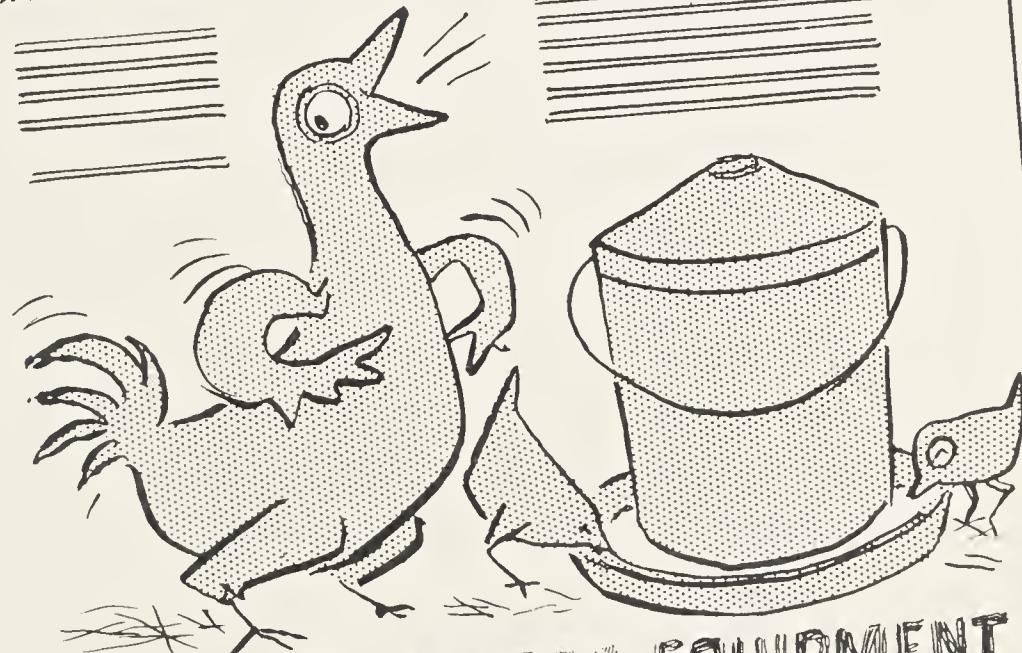
SELF FEEDER



SAVE SPACE
CALL AL'S FEED CO
431

CALL 358

YOUR CHICKS NEED



SHMALT FARM EQUIPMENT

80 SO WATER ST.

CONNECTICUT

